



Week 5 Assignment: Public Service Announcement (PSA) Post-Production

Overview

This week, you will complete your PSA. As with your two previous videos, you will need to upload the finished video to both your course wiki and a free video hosting site, such as TeacherTube.

As you begin the final editing process, you want to be certain of the following points:

- Your PSA is 60 seconds or less and covers a specific topic.
- The PSA grabs attention and offers specific action items related to your topic.
- The PSA includes clear and well-written voiceover narration.
- You have included two or more video, text, graphic, and motion elements.
- The audio is seamlessly blended and adds interest to the story.
- The PSA is in a Web format and can be posted at one of the free video sites.

Rubric: PSA Post-Production

Use this rubric with your Assignment. This rubric addresses both your video and your revised pre-production proposal, which you will submit this week using the “Revised Pre-Production Document” assignment space.

Tasks ↓	Accomplished	Proficient	Needs Improvement	Not Acceptable
Student project proposal (10 points)	Project proposal clearly details purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are determined early and clearly explained. (10 points)	Project proposal identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. (8 points)	Project proposal inconsistently identifies purpose, audience, genre, elements, needed equipment, locations, distribution format, crew, and schedule of deliverables. Adjustments to the project proposal are also inconsistent. (6 points)	Absent or incomplete. (0 points)
Shot list (10 points)	Provides a complete, well-considered shot list with documentation and explanation of any new shots taken in the moment of filming. (10 points)	Provides a shot list with documentation of any new shots taken in the moment of filming. (8 points)	Provides a shot list but inconsistently documents new shots taken in the moment of filming. (6 points)	Absent or incomplete. (0 points)
Public Service Announcement – Content (20 points)	The PSA is 60 seconds or less and covers a specific topic concisely and clearly. The PSA grabs the viewer’s attention and offers specific action items related to the topic. The PSA includes clear and well-written voiceover narration. (20 points)	The PSA is 60 seconds or less and covers a specific topic. The PSA includes appropriate voiceover narration. (16 points)	PSA is too short or too long to effectively present the topic and/or lacks a concisely discussed topic. Voiceover narration is ineffectively used. (14 points)	Absent or incomplete. (0 points)

Public Service Announcement – Technical (20 points)	The video is edited so that only high quality shots remain. The PSA employs two or more video, text, graphic, and motion effects. The PSA's audio is seamlessly blended and adds interest to the story. The PSA is in Web format and can be viewed online. (20 points)	The video is edited so that most of the shots are high quality. The PSA employs at least one text, graphic, video, or motion effect. PSA utilizes appropriately blended audio. PSA is in a Web file format and can be viewed online. (16 points)	The video includes several lower quality shots. It is edited using only a few shots, where more edits/shots would have enhanced the overall quality. PSA is in a Web file format and can be view online. (14 points)	Absent or incomplete. (0 points)
Audio and voice editing (20 points)	Audio is clear and effectively assists in communicating the main idea. Narration consistently communicates ideas with enthusiasm, proper voice projection, appropriate language, and clear delivery. (20 points)	Audio is clear but occasionally does not communicate the main idea. Generally, the narration communicates ideas with proper voice projection, adequate preparation, and delivery. (16 points)	Audio is inconsistent in clarity related to volume. Often, the background audio overpowers the primary audio. (14 points)	Absent or incomplete. (0 points)
Time management (10 points)	Team allots and documents time for each phase of the design and development process. It completes all or most phases on schedule. (10 points)			Absent or incomplete. (0 points)

Teamwork (10 points)	<p>The team documents how it brainstormed, discussed, and solved problems. The team documents division of responsibilities and describes how strengths of individual efforts were used. The team clearly collaborates and interacts with each other. The team expertly creates, plans, and manages the project proposal to ensure delivery of final PSA.</p> <p>(10 points)</p>			<p>The team did not work together; the team does not share the workload.</p> <p>(0 points)</p>
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Directions

1. Complete the editing and audio work for your PSA. As you finalize it, use the rubric to self-assess your work. Make final adjustments as needed.
2. Finalize all revisions to your PSA Pre-Production document. You will submit this document separately using the Week 5 “Revised Pre-Production Document” assignment space.
3. Determine your options for exporting video to different mediums, formats, and file types.
4. Upload your movie to the following locations:
 - Your course wiki (Note: Use the one you created for EDLD 5306; add a new page for this video. Each member of the group should upload a copy.)
 - One of the following free video hosting Web sites: YouTube (<http://www.youtube.com>), TeacherTube (<http://www.teachertube.com>), Google Video (<http://video.google.com/>), or Flickr (<http://www.flickr.com>)
 - Invite your class to visit your site and view your video.
5. As a team, debrief about your experiences producing the PSA.
6. Individually, add a 150-word post to your course blog related to the project. Your post should:
 - clearly analyze the group’s pre-production, production, and post-production process; shot and editing selection; Web delivery formatting decisions.
 - offer insights into how the group can improve their public service announcement.
 - identify copyright attribution for assets.
 - discuss your team’s collaboration and interactions with each other.
7. Complete this table to direct your coach and professor to your blog and video posts.

What is your blog’s URL? When did you post the your 150-word PSA post (time/ date)?	Main blog: http://knightl.blogspot.com/ Direct link to week 5 post: http://knightl.blogspot.com/2010/09/psa-post-production-group-review.html 9:28 am September 25, 2010
What is your wiki’s URL? When did you post the PSA (time/date)?	Main wiki page: http://lmknight.wikispaces.com Direct link to PSA page: http://lmknight.wikispaces.com/EDLD_5363_PSA 8:23 am Thursday, September 23, 2010
What is the URL of the free site where you posted your PSA? When did you post it?	http://www.youtube.com/watch?v=wp6iNORQiMQ 8:15 am Thursday, September 23, 2010